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FOR IMMEDIATE RELEASE

Contact: Tricia Hornsby
IMG College
770-618-8418; thornsby@imgworld.com

Contact: Karen Webb
Cal Poly Administration and Finance
805-756-2171; kwebb@calpoly.edu

Cal Poly Signs Trademark Licensing Agreement with The Collegiate Licensing Company

SAN LUIS OBISPO – The Cal Poly Corporation recently announced that The Collegiate Licensing Company (CLC) will manage the university's trademark licensing program.

Under the agreement, CLC began providing brand management and brand development services to Cal Poly on July 1.

"CLC will help us establish a licensing program to better manage the university's global brand," said Larry Kelley, vice president for Administration and Finance at Cal Poly. "We look forward to expanding our market presence through the resources CLC provides."

Cal Poly joins 12 other CLC-represented institutions in the state and joins Cal State Northridge, UC Davis and the University of the Pacific as the fourth CLC-represented institution in the Big West Conference.

"Cal Poly is one of the most prestigious institutions in the U.S. and has graduated many well-known and successful leaders in science and technology, sports, business and entertainment," said Brian White, CLC's vice president of university services. "We are honored to have been selected as a partner in launching Cal Poly's trademark licensing program and take seriously the opportunity to protect, manage and promote Cal Poly's illustrious brand."

About The Collegiate Licensing Company

CLC is a division of global sports and entertainment company IMG. Founded in 1981, CLC is the oldest and largest collegiate licensing agency in the U.S. and represents nearly 200 colleges, universities, bowl games, athletic conferences, as well as the Heisman Trophy and the NCAA. Headquartered in Atlanta, CLC is a full-service licensing representative, employing a staff of more than 80 licensing professionals who provide full-service capabilities in brand protection, brand management and brand development. For more information about CLC, visit www.clc.com or www.imgworld.com.

About Cal Poly

California Polytechnic State University is located in San Luis Obispo, Calif., and has an enrollment of 19,400. With its emphasis on agriculture, architecture, business, engineering, and science and mathematics, Cal Poly is one of the nation's top producers of well-trained, work-ready professionals in scientific and technical fields.

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